



**City of Clayton  
Parks & Recreation Commission Meeting  
Monday, October 4, 2021  
6:30 PM – Shaw Park  
Enterprise Holdings Pavilion**

----- Agenda Topics -----		
Topic		Notes
1. Approval of Minutes		
2. Addresses from the Audience		
3. Park Division Overview		
4. Director's Report	Patty DeForrest	
5. Old Business/New Business		

**Attachments:**

Minutes – September 13, 2021  
October Events

**Notes:**

Next Meeting: Monday, November 1, 2021

**Clayton Parks & Recreation Meeting**  
**Monday, September 13, 2021**  
**Zoom Webinar**

**Members Present:** Ben Beinfeld, Karen Berry Elbert, Susan Buse, Jim Craig, Matt Durham, Daniel Henke-Cilenti, Bridget McAndrew, Missy McCormick, Gary Pierson & Eric Schneider.

**Also Present:** Patty DeForrest, Dan Krewson, Lori Rice & Denise Ucinski

**Approval of Minutes:**

Minutes from the August Commission meeting were approved as written.

**Addresses from the Audience:**

There were no addresses from the audience.

**Community Survey Report:**

Ms. Patty DeForrest reviewed the City of Clayton Community Survey with the Commission. (See attached for all details.) The community survey results report included the following: purpose of the survey, resident's positive perception of the City, much higher satisfaction rates than other communities, priorities for improvement, feeling of safety in various situations, long and short-term trends, benchmarks, overall satisfaction with Parks and Recreation and priorities for investment. In regard to Parks and Recreation programming, Ms. DeForrest noted that the Parks and Recreation Department and the School District of Clayton collectively decided that they will not continue to offer the SummerQuest program. The camps went very well this summer so next year the offerings and how they are run will look quite similar.

Ms. DeForrest shared the overall components and processes of developing a Parks and Recreation Master Plan. She noted that programming evaluation will be a big part of the master plan process. The Commission will determine how much focus they want to have on each of the assessments. Mr. Jim Craig stated that when the planning begins it will be important to focus on the realm of what is practical to accomplish. Mr. Eric Schneider stated that focusing on the health and equity audit will be valuable. Additional discussions and details about the Parks and Recreation Master Plan will take place soon.

**Director's Report:**

Ms. DeForrest reported that the Shaw Park Aquatic Center is currently staying open on weekends and certain hours during the week for lap swimmers. Members can buy a day or week pass if they would like to swim outdoors during the extended season. The tennis center continues to be busy with programs and private lessons. Center of Clayton membership numbers are gradually increasing. This school year only (due to the pandemic, this was not offered last year) Wydown Middle School 7<sup>th</sup> and 8<sup>th</sup> grade students will receive a free membership to The Center, next year we will return to offering this to just the 7<sup>th</sup> grade students. Park usage continues to be very heavy. Special events in parks and downtown Clayton are back and doing well. Regarding park projects: the Shaw Park playgrounds are being built at this time; Maryland Park demolition is currently underway with construction slated in early 2022 if Municipal Grant is received. The Oak Project design is going to ARB soon and the filter room maintenance project at the aquatic center will start after the pool closes for the season.

**Old Business / New Business:**

Mr. Craig gave kudos to Mr. David Willey and Mr. Patrick Magee for pulling off a great start to the youth soccer season despite the challenges. Mr. Schneider asked if park services would be directly affected by the no vote on Proposition A. Ms. Bridget McAndrew said not immediately as the Board of Aldermen will be closely evaluating the budget to determine the best way to handle the budget deficit while still offering excellent services to the community. Mr. Schneider proposed having the next Commission meeting in Shaw Park at the Enterprise Holdings Pavilion at 6:30 pm. All agreed to his proposal.

Meeting Adjourned at 8:16 pm.

Respectfully Submitted By: Denise Ucinski

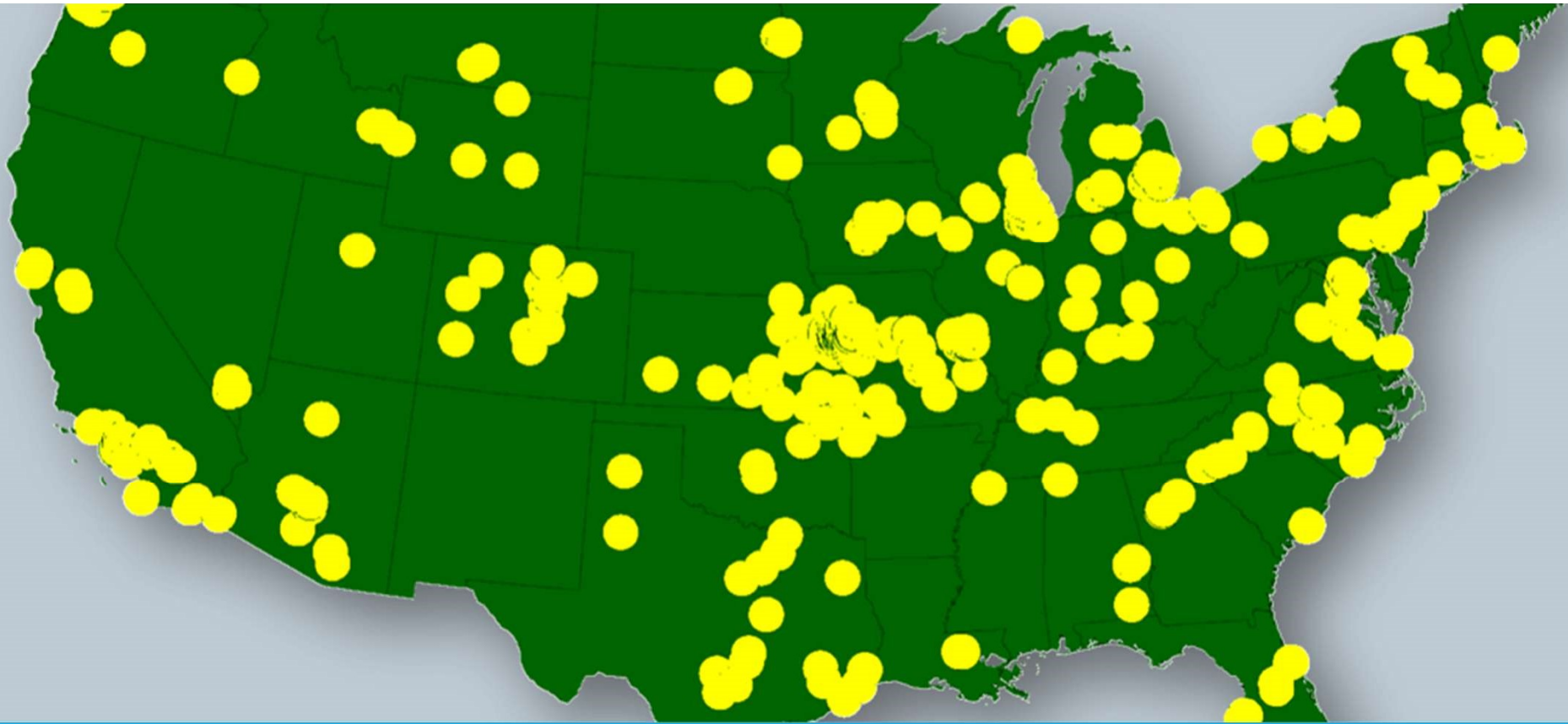
# City of Clayton Community Survey

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PARKS & RECREATION COMMISSION

SEPTEMBER 13, 2021





## A National Leader in Market Research for Local Governmental Organizations

More than 2,000,000 Persons Surveyed Since 2009 in more than 900 cities in 49 states

Helping organizations make better decisions

# Purpose

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**To objectively assess citizen satisfaction with the delivery of City services**

**To measure trends from previous surveys**

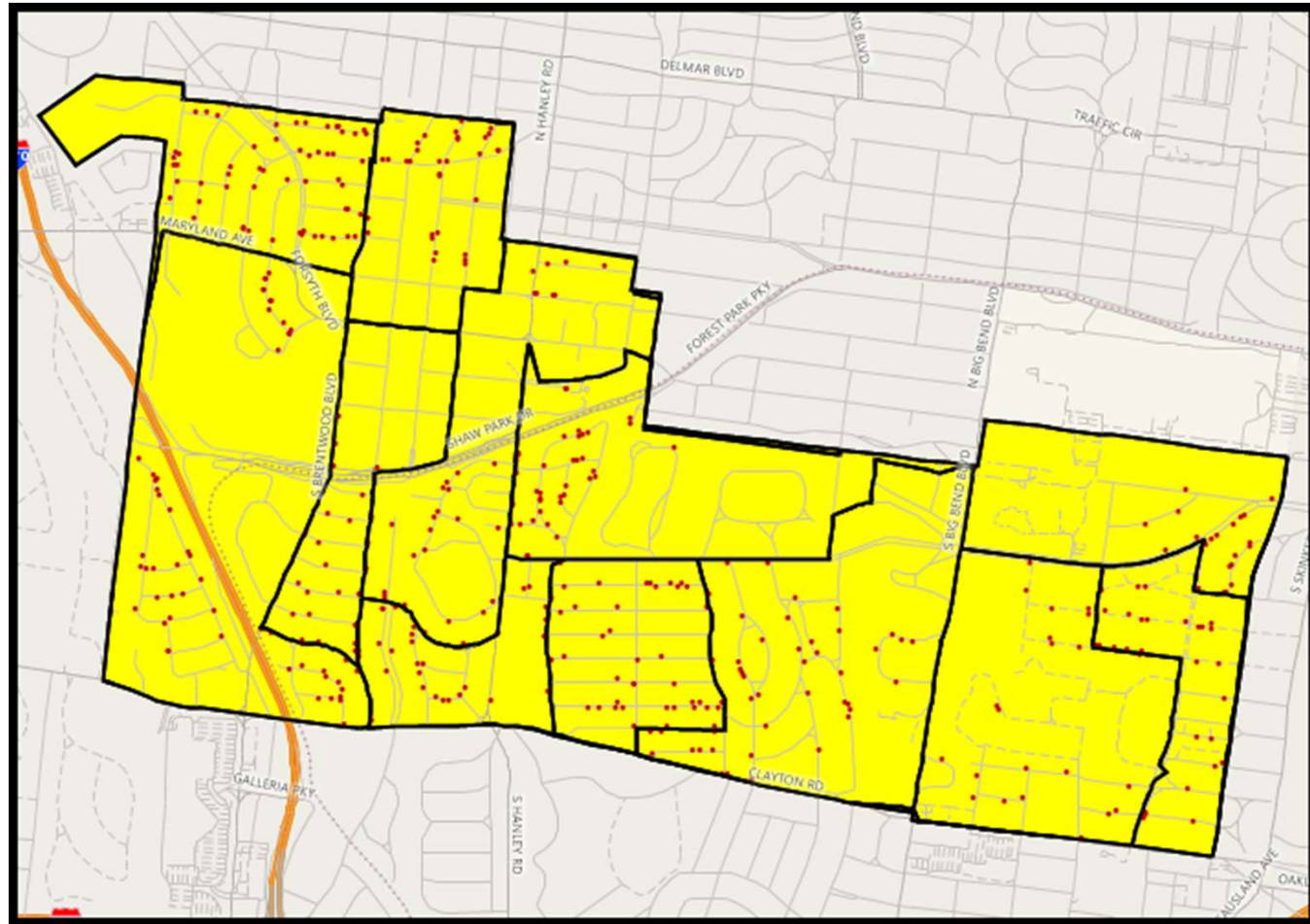
**To compare the City's performance with other communities**

**To help determine priorities for the community**

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# Location of Survey Respondents

Good distribution of responses  
throughout the City



**2021 City of Clayton Community Survey**

# Bottom Line Up Front

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## **Residents have a very positive perception of the City**

- 90% indicated they are satisfied with the overall quality of City services
- 96% rated the overall quality of life in the City as “excellent” or “good”

## **Satisfaction is much higher in Clayton than other communities**

- Clayton rated significantly above the U.S. average in all 44 areas that were assessed
- Clayton rated significantly above the regional average in 43 of the 44 areas that were assessed
- Satisfaction with the overall quality of services and the overall value received for City tax dollars/fees rated 31% above the U.S. average

# Priorities for Improvement 2021

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1. Quality of street repair services\*
2. Overall maintenance of City streets\*
3. Condition of City sidewalks
4. Overall flow of traffic and congestion management in the City

\*respondents were notified that Clayton Rd., Big Bend Blvd., Hanley Rd., Shaw Park Dr., and Forest Park Pkwy. Are all St. Louis County roads

# Perceptions

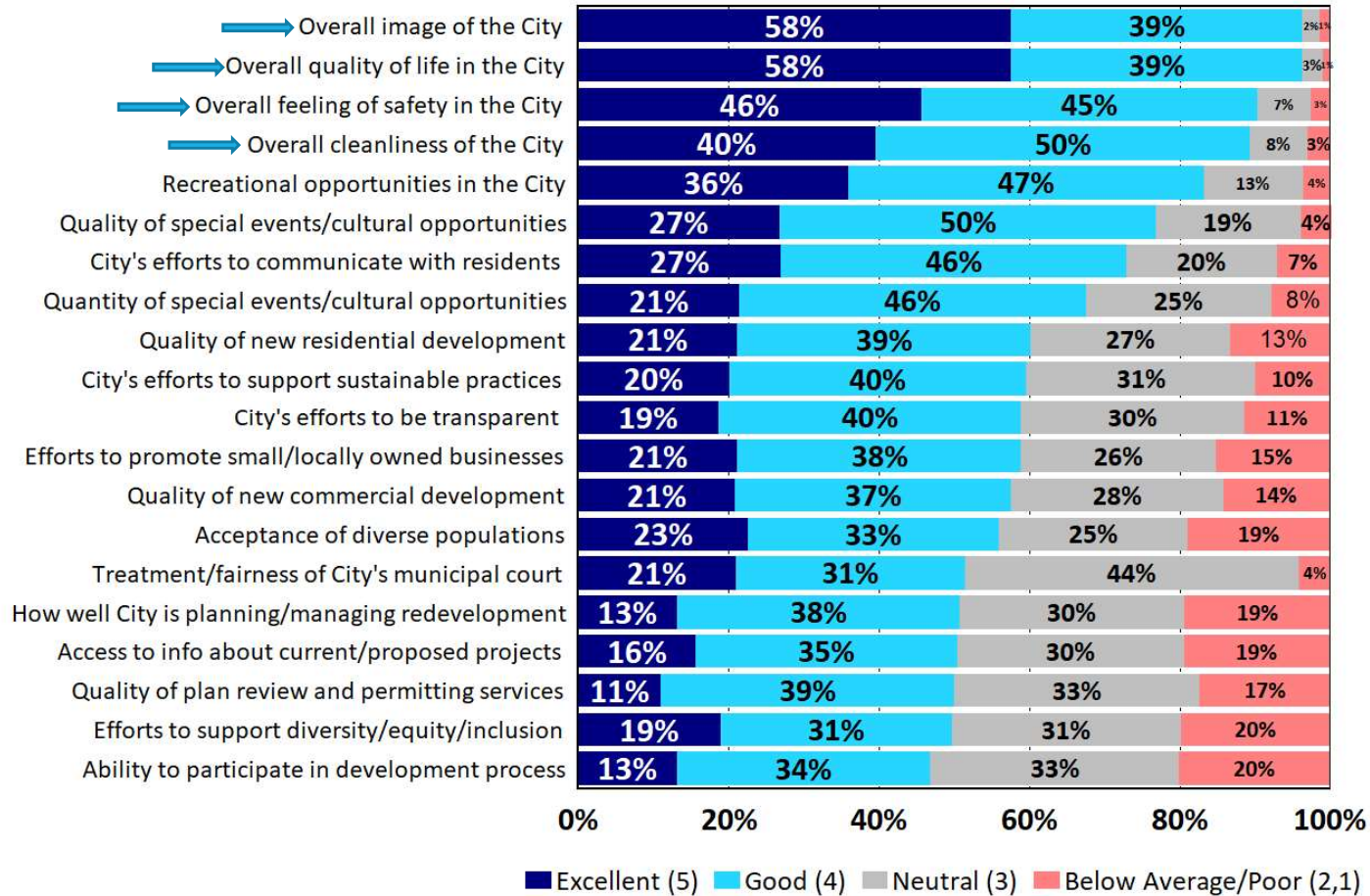
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RESIDENTS HAVE A VERY POSITIVE PERCEPTION OF THE CITY



### Q3. Overall Perceptions of Clayton

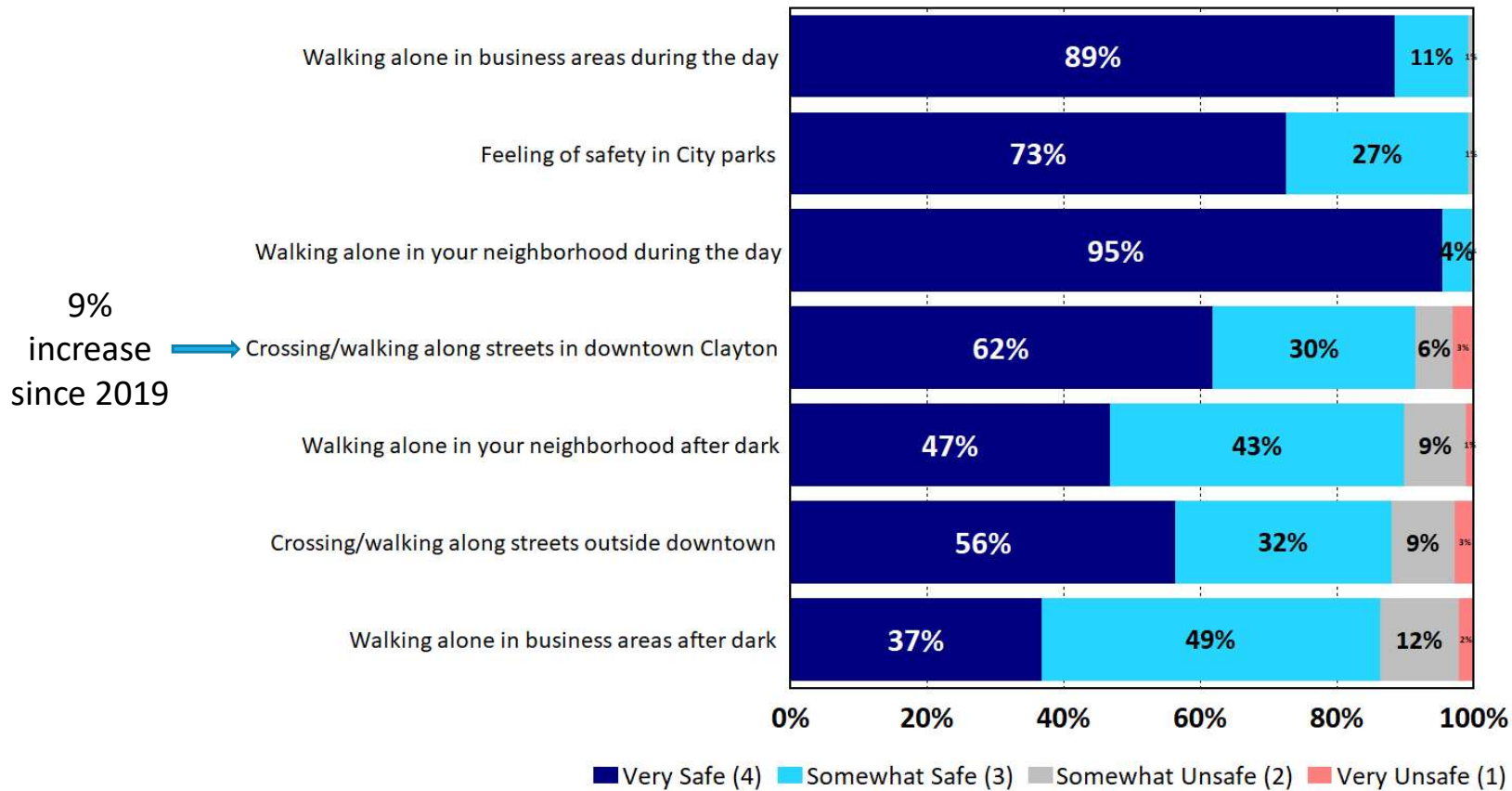
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

## Q5. Feeling of Safety in Various Situations

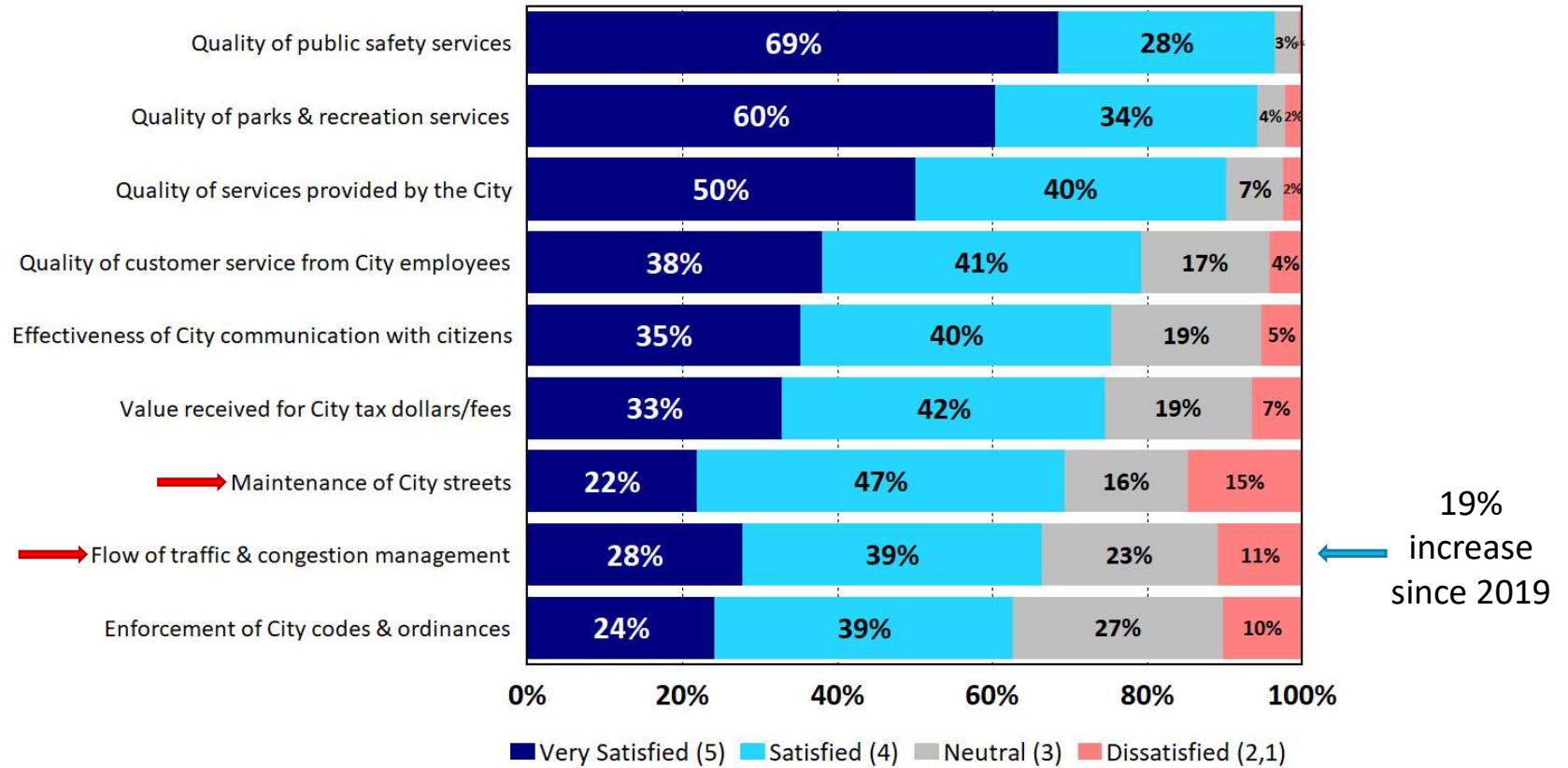
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

# Q1. Overall Satisfaction with City Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

# Trends

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LONG- AND SHORT-TERM TRENDS



# Short-Term Trends (2021 – 2019)

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## **NOTABLE INCREASES**

Ease of North/South travel in the City

Flow of traffic and congestion management

Ease of east/west travel

Availability of parking in residential areas

Maintenance of outdoor athletic fields

Ease of travel from home to schools

Ease of travel from home to work

Crossing/walking along streets downtown

City's youth fitness programs

Availability of downtown parking

## **NOTABLE DECREASES**

Condition of City sidewalks

Availability of bicycle lanes

Value received for City tax dollars/fees

Effectiveness of communication with public

How well City is planning/managing development

Quality of new residential development

Quality of new commercial development

Landscaping/appearance of public areas

Enforcement of City codes and ordinances

Quantity of special events/cultural opportunities

# 10 Year Trends (2021 – 2011)

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## **NOTABLE INCREASES**

Maintenance of outdoor athletic fields

Quality of residential trash collection services

Quality of yard waste collection services

Quality of recycling collection services

Availability of parking in business district

Adequacy of City street lighting

Maintenance of residential property (exterior)

Availability of parking in residential areas

Ease of north/south travel

How quickly Fire Department responds

## **NOTABLE DECREASES**

Flow of traffic & congestion management

Enforcement of City codes & ordinances

Quality of new commercial development

Effectiveness of City communication with citizens

Quality of new residential development

Availability of bicycle lanes

Availability of public transportation

Condition of City sidewalks

How well City is planning/managing redevelopment

Maintenance of City streets

# Benchmarks

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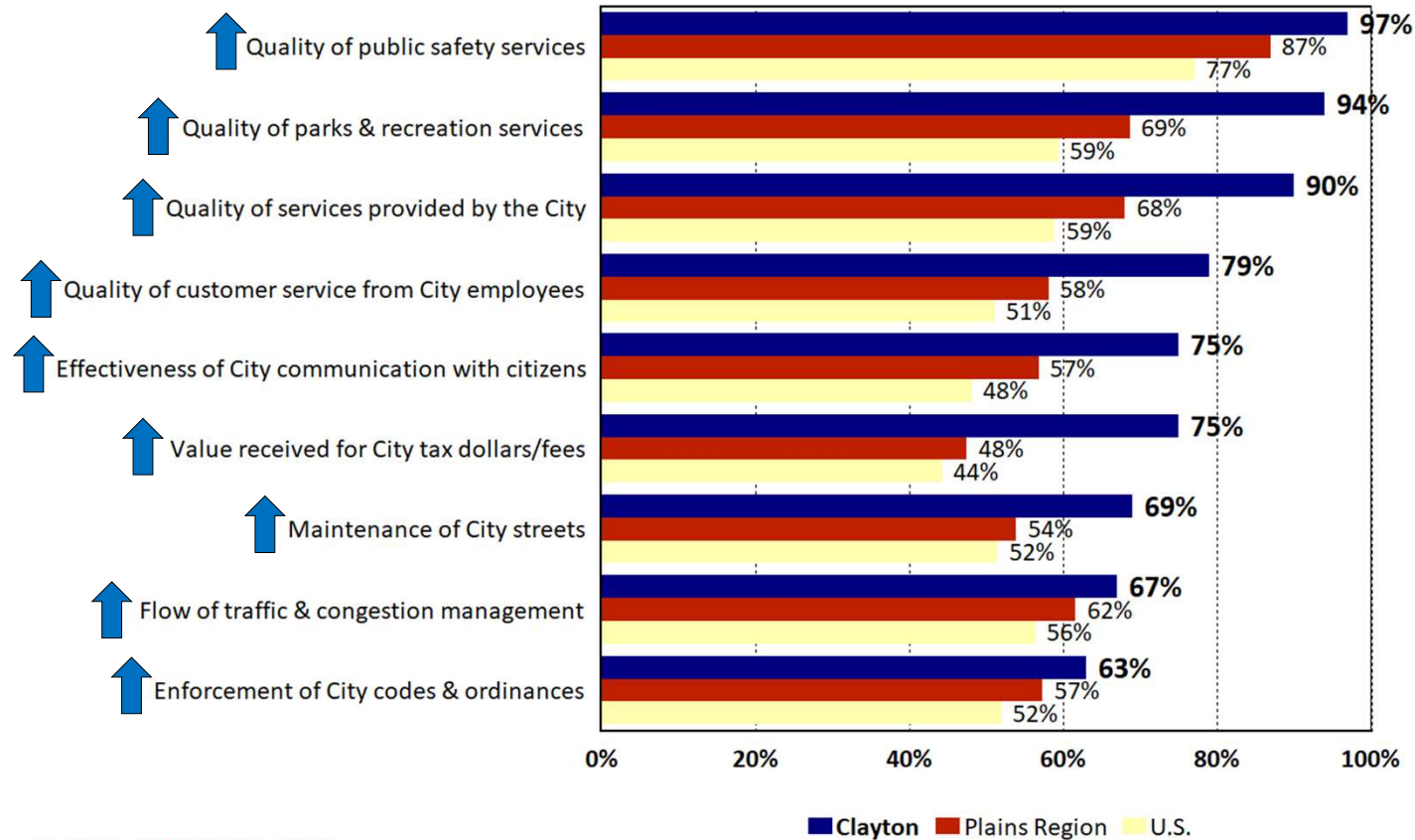
CLAYTON RATES SIGNIFICANTLY HIGHER THAN OTHER COMMUNITIES

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# Overall Satisfaction with Various City Services

## Clayton vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



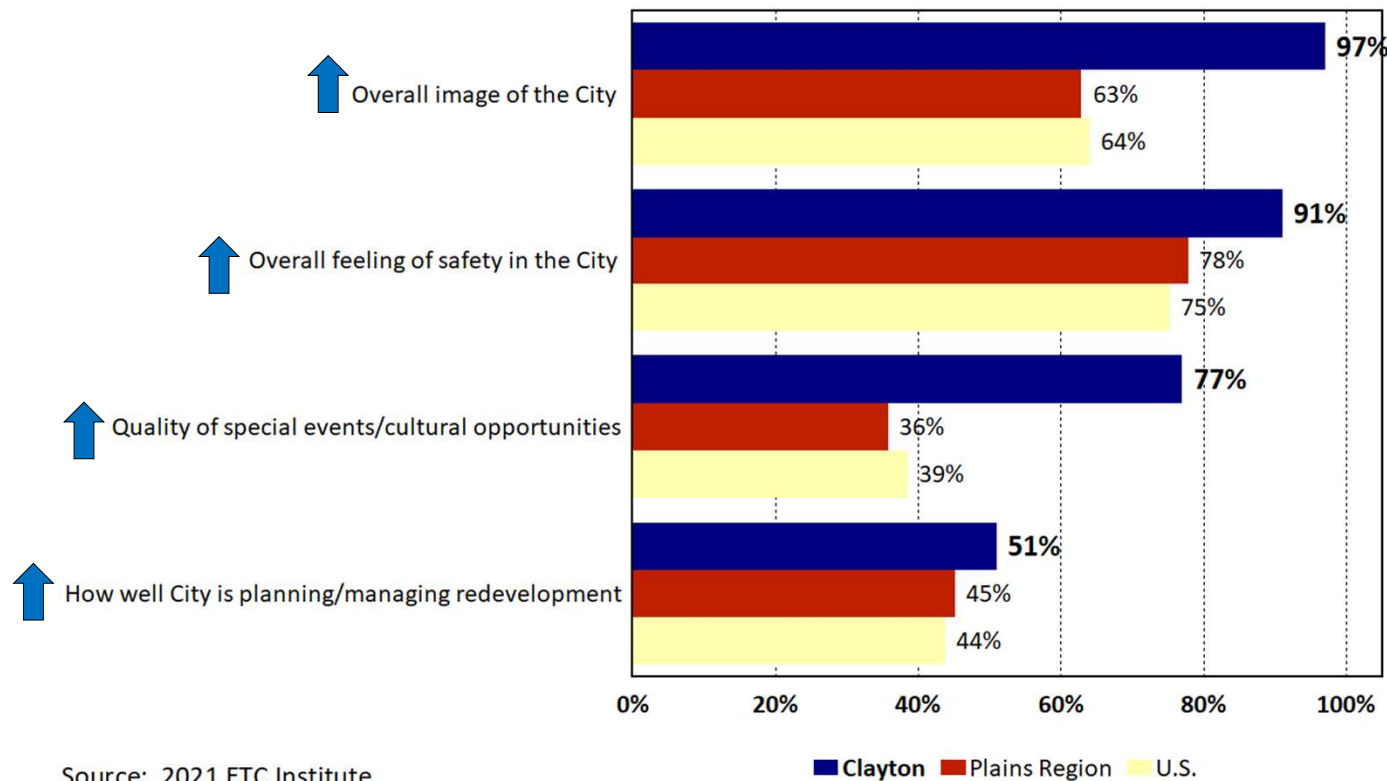
Source: 2021 ETC Institute

Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

# Ratings of Issues that Influence Perceptions of the City Clayton vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "excellent" and 1 was "poor" (excluding don't knows)



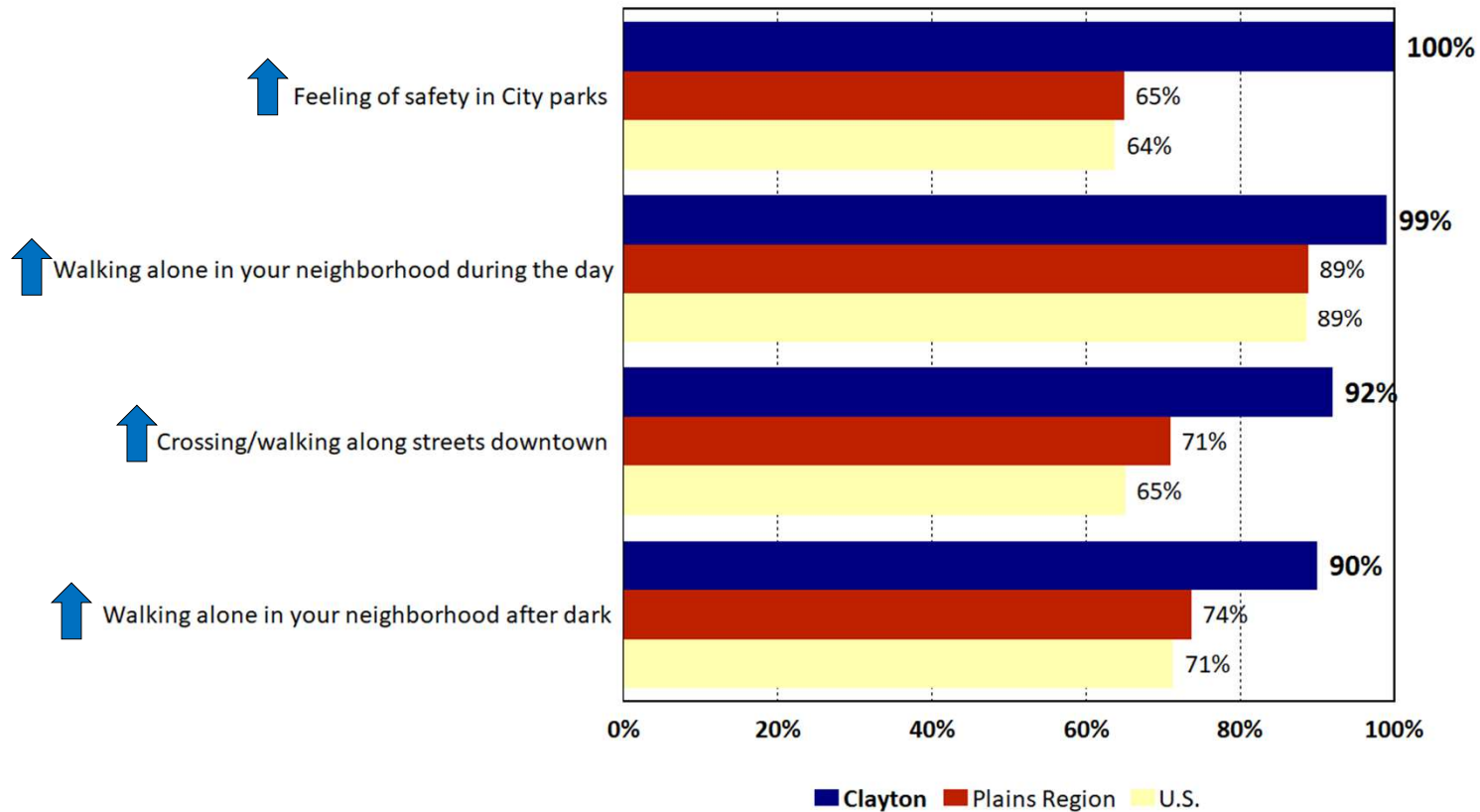
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

## Overall Feeling of Safety in the City

### Clayton vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 3 or 4 on a 5-point scale where 4 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Source: 2021 ETC Institute

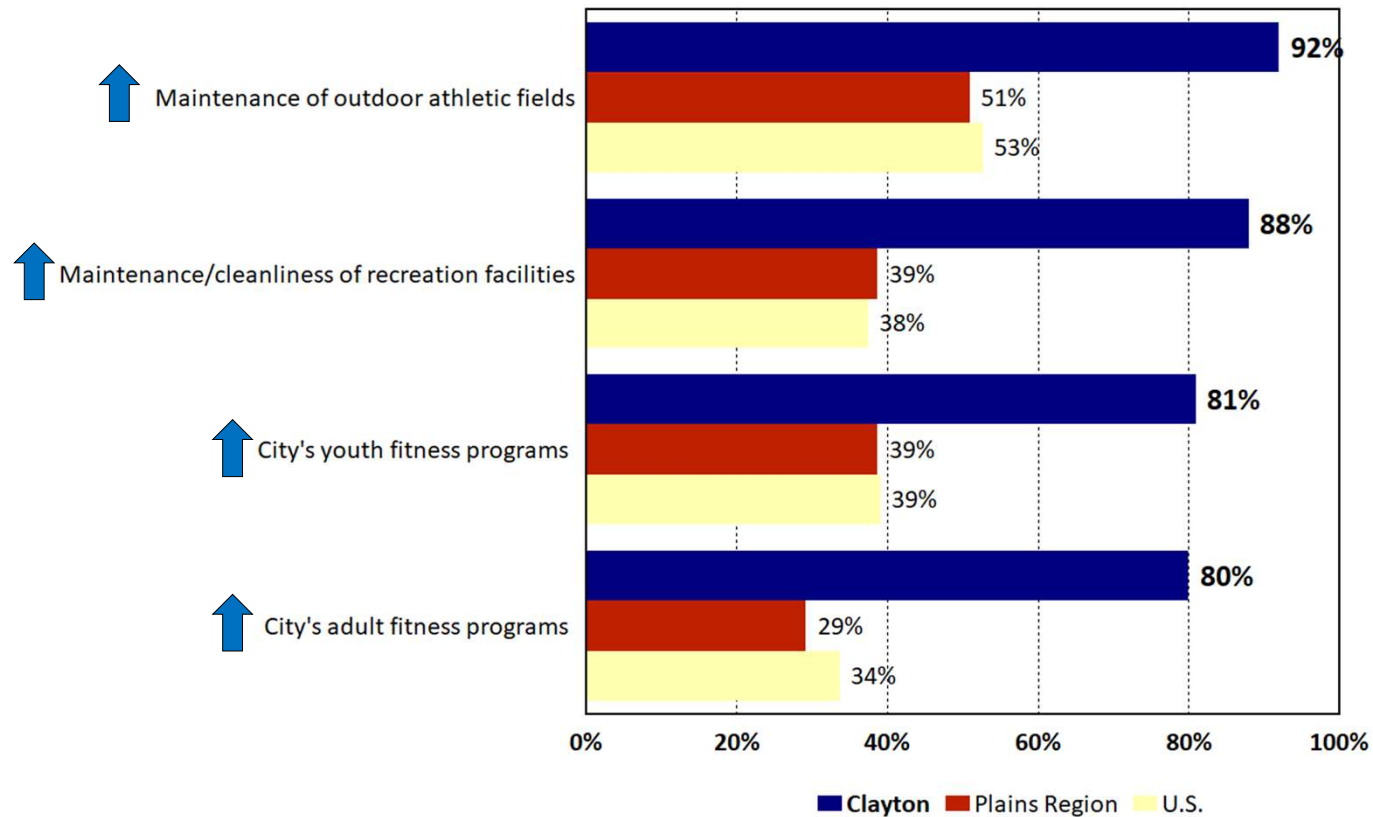
Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

# Overall Satisfaction with Parks and Recreation

## Clayton vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2021 ETC Institute

Significantly Higher Than National Average: ↑

Significantly Lower Than National Average: ↓

# Priorities for Investment

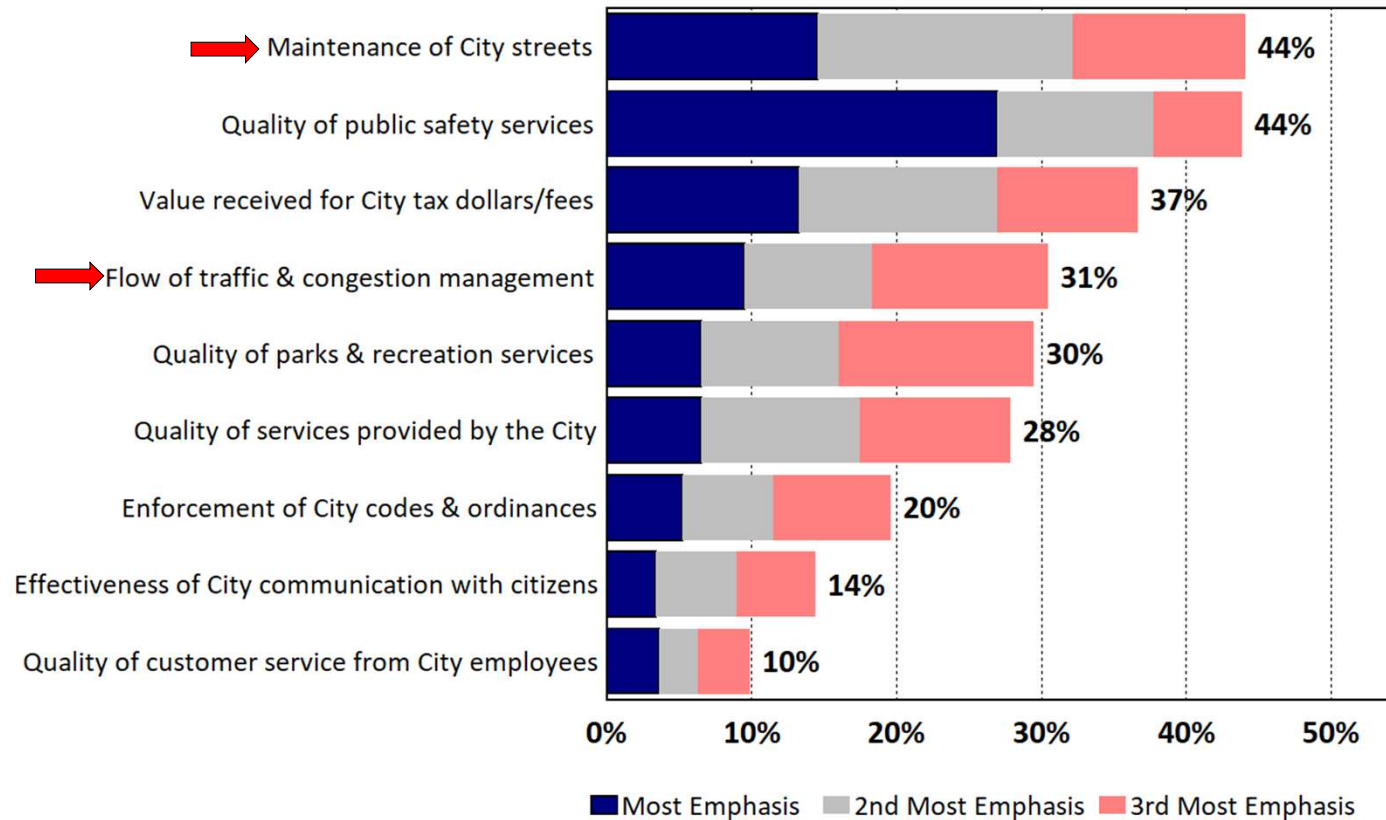
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IMPORTANCE-SATISFACTION ANALYSIS

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## Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2021 - Clayton, MO)

# Importance-Satisfaction Rating

## City of Clayton, Missouri - DirectionFinder Survey

### Major Categories of City Services

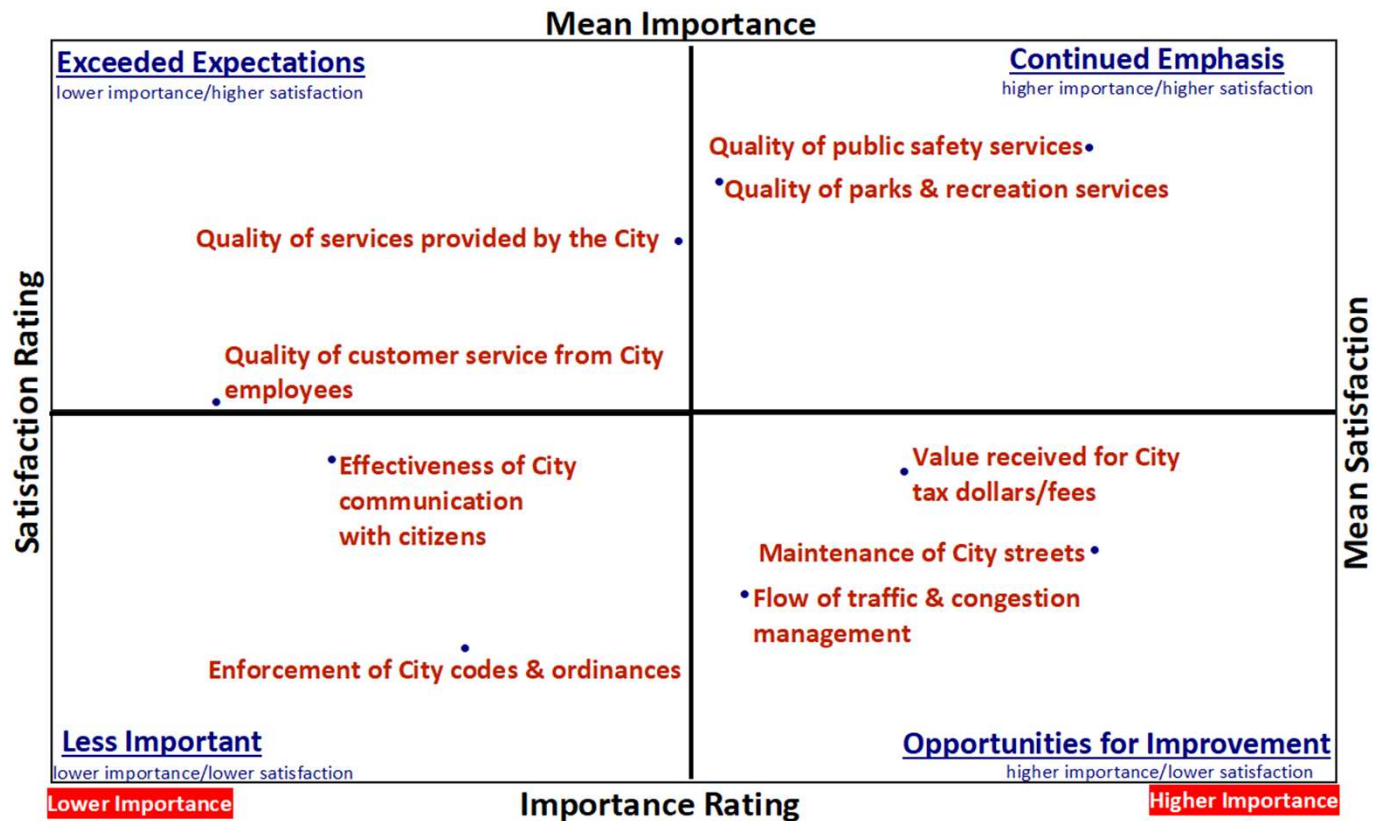
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Maintenance of City streets	44%	1	69%	7	0.1354	1
Flow of traffic & congestion management	31%	4	66%	8	0.1025	2
Value received for City tax dollars/fees	37%	3	75%	6	0.0932	3
Enforcement of City codes & ordinances	20%	7	63%	9	0.0731	4
Effectiveness of City communication with citizens	14%	8	75%	5	0.0354	5
Quality of services provided by the City	28%	6	90%	3	0.0273	6
Quality of customer service from City employees	10%	9	79%	4	0.0205	7
Quality of parks & recreation services	30%	5	94%	2	0.0171	8
Quality of public safety services	44%	2	97%	1	0.0154	9

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

## 2021 City of Clayton - DirectionFinder Survey Importance-Satisfaction Assessment Matrix

### -Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2021)

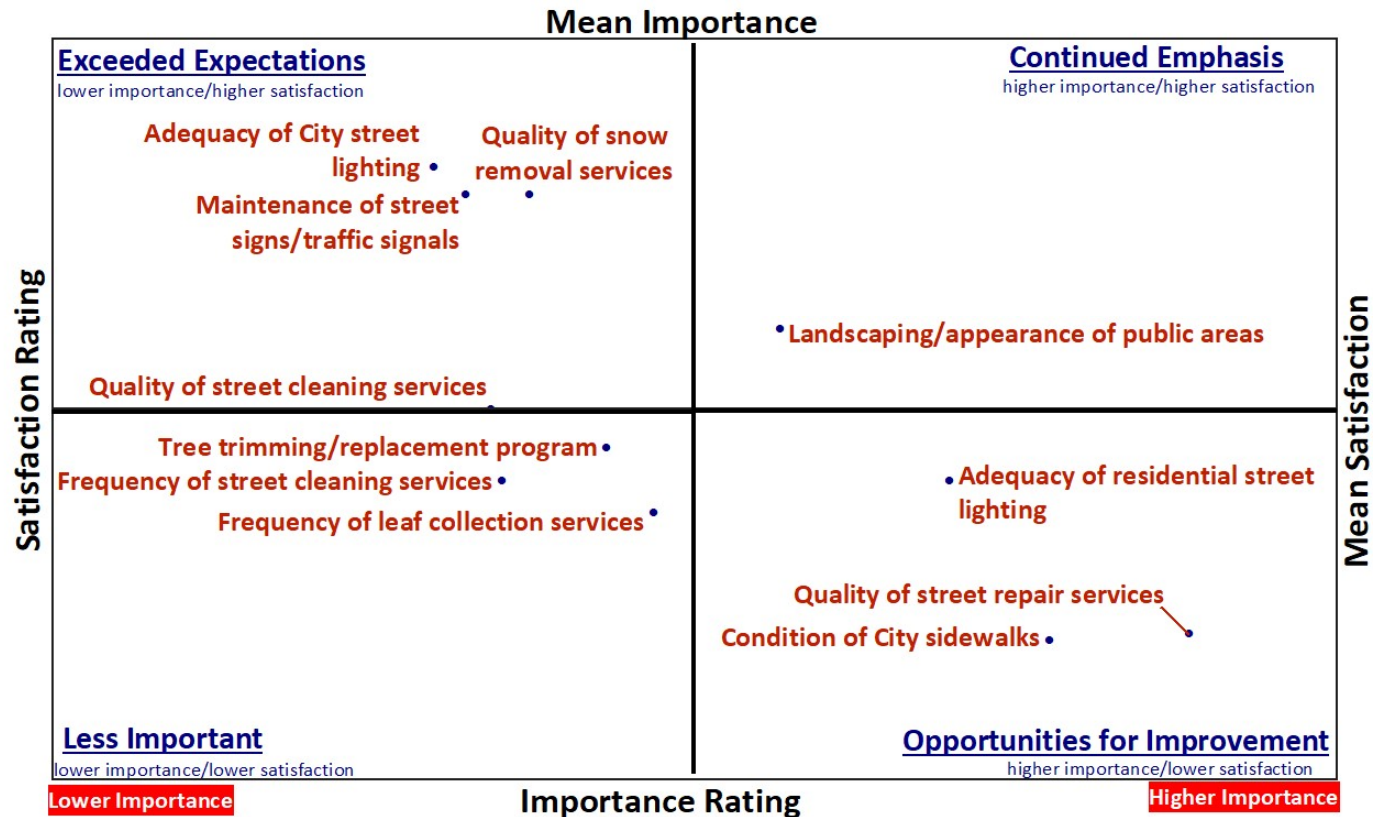
Items Located in the Lower Right-Hand Quadrant Should be Considered for Additional Investments

# 2021 City of Clayton - DirectionFinder Survey

## Importance-Satisfaction Assessment Matrix

### -City Maintenance/Public Works-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2021)

Items Located in the Lower Right-Hand Quadrant Should be Considered for Additional Investments

# Additional Findings

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- 76% of residents have used a Clayton Park or Facility in the past 12 months
- Maintenance of City Parks – 96%
- Maintenance of Outdoor Fields – 92%
- City's Youth Fitness Program – 82%
- City's Adult Fitness Program – 80%
- Return to Programs:
  - 3 - 6 months – 44%
  - 7 - 12 months – 58%
  - 13 – 24 months – 64%
- Summer Camp Programs: Outdoors, the Arts, Sports, Aquatics, STEM (56 – 69%)

# Parks & Recreation Master Plan

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# Overall Components of the Plan

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- Equity Audit
  - Health Audit
  - Community Needs Assessment
  - Park Assessment
  - Recreation Facilities Assessment
  - Program Service Level Assessment
  - Capital Improvement Plan Development
  - Financial Strategy Plan
  - Recommendations
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# Anticipated Timeline

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- Request for Proposals issued in October
  - Proposals reviewed in November/December
  - Vendor selected and contract approved in December/January
  - Master Plan Process begins in February/March
  - Anticipate that it will take 12 – 18 months
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# Recreation & Event Calendar

## October 2021

### **Chapman Plaza Concert**

**Thursday, September 30, 5:30 pm – 8:00 pm**

A free after-work concert will be held at the Barry-Wehmiller Pavilion in Shaw Park featuring Mighty Pines. Sponsored by the Barry-Wehmiller.

### **Breast Cancer Awareness BBQ**

**Wednesday, October 13, 11:00 am – sold out**

The Clayton Fire Department will host the annual BBQ at the firehouse to benefit a charity fighting breast cancer. Meals available for purchase while supplies last!

### **Parties in the Park**

**Wednesday, October 13, 5:00 pm – 8:30 pm**

This is the final after-work party in Shaw Park for the 2021 season. Stop by for cocktails and the great music of Two Pedros. Produced by the Clayton Chamber of Commerce.

### **Party in the Patch**

**Friday, October 15, 6:00 pm – 8:00 pm**

Children can get into costume and celebrate the fall season in Shaw Park with candy hunt, hayrides, inflatables, crafts, games, and activities. The Parks and Recreation departments of Clayton and Brentwood have teamed up for this fun-filled fall evening. Advanced registration is recommended.

### **Youth Basketball Registration Deadline**

**October 22**

Clayton Parks and Recreation is accepting team and individual registrations for grades 1-8 in the 2021-2022 Youth Basketball League through Friday, October 22. League practices will begin in mid-November with games starting in January. Registration forms can be found online at [www.claytonmo.gov/youthsports](http://www.claytonmo.gov/youthsports).